

Serial No. 09/633,197 (Atty. Dkt. No. SEDN/264)
Page 2 of 13

IN THE CLAIMS

Please replace the previous claims with the following claims:

1. (currently amended) A method, comprising the steps of:
establishing, by a service provider, a resource lease with each of at least one content provider, each content provider storing at least some of a plurality of content assets within said leased resource at at least one service provider location;
defining rules for said content assets according to at least one of said service provider or said content provider, said rules defining promotion and packaging of said content assets;
fulfilling subscriber requests for available content stored at the at least one service provider location according to said rules;
generating usage statistics;
providing said usage statistics to said at least one content provider; and
selecting adjusting, according to said at least one content provider, which the content assets are stored in said leased resource according to said at least one content provider.
2. (original) The method of claim 1, further comprising the steps of:
generating service-centric data; and
adapting service operation according to said usage statistics and said service-centric data.
3. (original) The method of claim 1, further comprising the steps of:
generating content-centric data; and
providing said content-centric data to said at least one content provider.
4. (original) The method of claim 1, further comprising the step of:
remitting compensation to said at least one content provider in response to said usage statistics.

320753_1

Serial No. 09/633,197 (Atty. Dkt. No. SEDN/264)
Page 3 of 13

5. (original) The method of claim 4, wherein said remitted compensation is offset by the value of said lease.

6. (original) The method of claim 1, wherein said leased resource is adapted in response to said usage statistics.

7. (original) The method of claim 6, wherein said leased resource comprises a memory resource that is increased or decreased in response to said usage statistics.

8. (currently amended) A method, comprising the steps of:
assigning by a service provider to each of a plurality of content providers content management responsibilities for respective service provider resources;
defining, according to at least one of said service provider or said content provider, rules for content assets stored in said respective service provider resources, said rules defining promotion and packaging of said content assets;
fulfilling subscriber requests for available said content assets stored in said respective service provider resources according to said rules;
generating usage statistics and providing said usage statistics to at least one content provider; and
selecting adjusting, in response to information provided by said content providers, which content assets are stored within said respective service provider resources.

9. (original) The method of claim 8, further comprising the steps of:
generating service-centric data; and
adapting service operating according to said usage statistics and said service-centric data.

10. (original) The method of claim 8, further comprising the steps of:
generating content-centric data; and

320753_1

Serial No. 09/633,197 (Atty. Dkt. No. SEDN/264)
Page 4 of 13

providing said content-centric data to said at least one content provider.

11. (original) The method of claim 8, further comprising the step of:
remitting compensation to said at least one content provider in response to said usage statistics.
12. (previously presented) The method of claim 11, wherein said compensation remitted is offset by the value of a lease.
13. (currently amended) Apparatus coupled to a plurality of subscribers and to content suppliers, the apparatus comprising:
~~a controller for distributing video assets; and~~
a server complex comprising a plurality of partitions, each of said partitions storing video assets provided by respective content suppliers; and
a controller capable of: (i) distributing content assets, including video assets, according to rules defined by at least one of a service provider or said content suppliers, said rules defining promotion and packaging of the content assets, (ii) providing usage data to content suppliers, and (iii) said content suppliers adapting selecting which content assets, including video assets, are stored in said respective partitions in response to said content suppliers usage data provided by said controller.
14. (currently amended) The apparatus of claim 13, wherein said rules also define how content suppliers provision respective server complex partitions according to rules defined by said controller.
15. (original) The apparatus of claim 14, wherein said rules define at least one of a navigation parameter, a promotion parameter and a packaging parameter of said video assets provided by said content suppliers.

320753_1

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Serial No. 09/633,197 (Atty. Dkt. No. SEDN/264)
Page 5 of 13

16. (original) The apparatus of claim 13, wherein said server complex partitions are leased by said content suppliers.

17. (original) The apparatus of claim 13, wherein said server complex partitions are auctioned to said content suppliers.

18. (original) The apparatus of claim 13, wherein:
said content suppliers adapt the content stored in the respective partitions in response to content-centric data provided by said controller.

19. (original) The apparatus of claim 13, wherein each of said plurality of partitions is responsively increased or decreased in size in response to said usage data.

20-21. (cancelled)

320753_1

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